The UK had welcomed a record number of visits from China in 2019: 883,000 visits (more than 4x the volume of 2010) worth a total of £1.7bn to the UK visitor economy.

Regional spread of travel* (average 2018, 2019, 2022)

<table>
<thead>
<tr>
<th>Region</th>
<th>% Share of nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotland</td>
<td>9%</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>2%</td>
</tr>
<tr>
<td>Scotland</td>
<td>7%</td>
</tr>
<tr>
<td>North West</td>
<td>11%</td>
</tr>
<tr>
<td>Yorkshire and the Humber</td>
<td>3%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>2%</td>
</tr>
<tr>
<td>East Midlands</td>
<td>2%</td>
</tr>
<tr>
<td>East of England</td>
<td>3%</td>
</tr>
<tr>
<td>South West</td>
<td>3%</td>
</tr>
<tr>
<td>South East</td>
<td>38%</td>
</tr>
<tr>
<td>London</td>
<td>13%</td>
</tr>
</tbody>
</table>

Seasonal spread of travel* (2019)

- Jan-Mar: 13%
- Apr-Jun: 23%
- Jul-Sep: 44%
- Oct-Dec: 19%

Purpose of travel* (2019)

- Holiday: 58%
- Visit friends/relatives: 13%
- Business: 13%
- Misc: 7%
- Study: 9%
China

Market snapshot
Visitor Profile

Key demographics* (average of 2018, 2019, 2022)

Age groups
- 0-15: 18%
- 16-24: 4%
- 25-34: 21%
- 35-44: 26%
- 45-54: 18%
- 55-64: 7%
- 65+: 2%

Visitors’ origin* (2017)

- South Central: 107, 21%
- East: 191, 37%
- North: 179, 35%
- Northeast: 6, 1%
- Northwest: 6, 1%
- Southwest: 22, 4%

Visits in 000s | % Share of visits
- High
- Medium
- Low

Top drivers for destination choice*** (2022)
1. Is good for relaxing, resting, recharging
2. There is a good variety of food and drink to try
3. There is beautiful coast and countryside to explore
4. Offers good value for money
5. Is good for seeing famous sites, places,

Perceptions of Britain**** (2022)
The UK ranks within the top 10 out of 60 nations for:

- Vibrant cities
- Tourism
- Visit if money was no problem
- Contemporary culture
- Historic buildings
- Culture

Travel companions*** (2022)
- On their own: 14%
- Spouse / Partner: 74%
- With adult friends: 14%
- With children under 18: 28%
- With other adult family members: 11%
- Part of a tour group: 5%

Sources:
*International Passenger Survey (IPS) by ONS
*** VisitBritain/Kubi Kalloo MIDAS research project 2022
****Anholt-Ipsos Nation Brands Index 2022
Top 5 activities desired on a holiday/short break abroad

1. Experience coastal places and scenery
2. Explore local food and beverage specialities
3. Visit famous/iconic tourist attractions and places
4. Experience rural life and scenery
5. Explore history and heritage (historical sites, architecture)

Top 5 sustainable actions by visitors to Britain¹

1. Staying in eco/environmentally-accredited accommodation
2. Buying sustainable/responsible food and beverage offers
3. Using public/greener transport
4. Research transparent information about the operations, sourcing and ethical practices
5. Signing up to apps, clubs or services helping make sustainable choices

Share who state holidays benefit their wellbeing 81%

Likelihood to combine Britain with other destinations

- 28% Travel only to Britain
- 66% Combine a trip to Britain and other places in Europe
- 6% Undecided

Share of China visitors “likely” or “extremely likely” to recommend Britain*

98%

Share of China visits which were repeat visits*

43%

Share of China travellers with accessibility requirements

8%

Share of China travellers who book all trip elements as a package

43%

Sources:
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers * based on previous visitors to Britain